

IN THE CLAIMS

Please implement the amendments to the claims which are set forth below. Amendments made by this paper are indicated by bold type. For the convenience of the Examiner, all of the pending claims are set forth below, whether amended or not. Further, the claims are set forth in logical order, rather than in numerical order.

7. (Twice Amended) A method for advertising in an electronic publication, comprising:
creating an electronic publication which includes at least one content item and at least one advertising item;
permitting a user to access the electronic publication; and
presenting the advertising item to the user of the electronic publication after [the] passage of a predetermined amount of time during which the electronic publication has been in use.

24. (New) The method of Claim **7**, wherein the electronic publication includes a plurality of the advertising items, and wherein said presenting step is carried out by successively presenting the advertising items to the user of the electronic publication at respective predetermined points in time which are spaced from each other by the predetermined amount of time.

25. (New) The method of Claim **7**, including the step of maintaining information about the amount of time which the user spends reading the electronic publication during each access thereto, and setting the predetermined amount of time as a function of such information.

8. A method for customizing advertising in an electronic publication, comprising:
creating an electronic publication which includes a plurality of content items and at least one advertising item;
permitting a user to access the electronic publication; and